



UNIVERSITY OF PÉCS
Faculty of Business and Economics

DR. PÉTER NÉMETH

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Nationality: Hungarian

Date of birth: 1987

Sex: male

Workplace: University of Pécs Faculty of Business and Economics (UPFBE), Department of Marketing and Tourism

Job position: assistant professor

EDUCATION AND TRAINING

PhD

2019

University of Pécs Doctoral School of Business Administration

Master of Science (MSc) in marketing

2010

University of Pécs Faculty of Business and Economics

LANGUAGE SKILLS

| | Understanding | | Speaking | | Writing |
|---------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C1 | C1 | C1 | C1 | C1 |
| French | B2 | B2 | B2 | B2 | B2 |
| Finnish | A1 | A1 | A1 | A1 | A1 |

Language exams:

English complex general language exam on C1 level

French complex business language exam on B2 level

AWARDS AND ACHIEVEMENTS

Teacher of the Year among the students of the Janus Pannonius School of Economics

2023

New National Excellence Program, National Scholar of Excellence in Higher Education

2022-2023; Research topic of the scholarship: retail concentration and competitiveness.

Publication Award of the Committee on Economic Sciences, Section IX of the Hungarian Academy of Sciences

2022

Nagy Ákos, Németh Péter, Kemény Ildikó, & Szűcs Krisztián (2022). Webrooming and showrooming in Hungary: omnichannel customer behavior in the sporting goods market. *Vezetéstudomány*, 53(7), 79-93.

New National Excellence Program, National Scholar of Excellence in Higher Education

2017-2018

Research topic of the fellowship: Gender and generational consumer behavior, Commercial marketing, Marketing research.

WORK EXPERIENCE

assistant professor | University of Pécs Faculty of Business and Economics

2020 – present

director | University of Pécs Faculty of Business and Economics the CoRe lab Consumer Research lab

2019 – present

assistant lecturer | University of Pécs Faculty of Business and Economics

2016-2020

researcher | TrendInspiration Research Institute Ltd.

2012-2018

expert | University of Pécs Rector's Office

2010-2012

TEACHING EXPERIENCE

| Course name | Level | Language | Course Leader (Y/N) | Own course development(Y/N) | Joint course development (Y/N) |
|---|-------|-----------|---------------------|-----------------------------|--------------------------------|
| Piackutatási módszerek (Marketing research) | BSc | Hungarian | Y | N | Y |
| Marketingelemzések (Marketing Analysis) | MSc | Hungarian | N | N | Y |
| Omnichannel marketingdöntések (Omnichannel marketing decisions) | MSc | Hungarian | Y | Y | N |
| Kereskedelmi marketing (Retail Marketing) | BSc | Hungarian | Y | Y | N |
| Kereskedelmi vállalatok gazdálkodása (Management of retail companies) | BSc | Hungarian | Y | Y | N |
| Contemporary Consumer Marketing | MSc | English | N | N | Y |
| The Art of Writing and Presenting | BSc | English | Y | N | Y |
| Marketing Analysis and Planning | MSc | English | N | N | Y |
| Marketing Research | BSc | English | Y | N | Y |

THE WORLD OF PRACTICE

| Involvement in world of practice activities at the School | |
|---|--|
| Name | Role |
| representative of the Marketing and Tourism Department | representative of the department on Marketing and Tourism within the Centre for Applied Learning |
| iExpo | expert |
| International Hackathon | mentor |
| the CoRe lab Corporate Talk | moderator of the event twice in a semester |
| WoP week | hosting guest speakers several times per semester |
| Faculty Advisory Board | participating on the sessions |
| Department Advisory Board | organizing and participating on the sessions |
| corporate projects | As an instructor, students work on a research problem from our partner company in at least one course each semester. I help the teams as a mentor. |

| Corporate projects | | | |
|--------------------|------|------|------------------|
| Name | Date | Role | Responsibilities |
| Spar Hungary | | | |
| Aldi Hungary | | | |
| Penny Hungary | | | |
| Tesco Hungary | | | |
| Trade Magazin | | | |
| GAZEK Ltd. | | | |
| Neticle | | | |
| Ipsos Hungary | | | |
| Crane Ltd. | | | |
| Fán Group Ltd. | | | |
| Szocio-Gráf Ltd. | | | |
| Laurel Ltd. | | | |
| Decathlon Hungary | | | |
| IKEA | | | |

| Memberships | | | |
|---|-----------|--------------------|------------------------|
| Name | Date | Role | Responsibilities |
| EMOK (Association for Marketing Education and Research) | from 2017 | member | - |
| Hungarian Academy of Sciences | from 2019 | public body member | . |
| Trade Magazin Retailer of the year competition | from 2021 | jury member | evaluating the entries |

| Media and professional event contribution |
|--|
| <p>From 2020 to 2024, eight articles and news about my activities were be published in Hungarian on different online websites reaching a Hungarian audience.</p> <p>From 2019 to 2024 I gave four presentations in Hungarian business conferences on topics related to my research.</p> <p>Since 2021, I have given an interactive presentation in Hungarian at the UP Researchers' Night every year.</p> <p>Since 2022, we organize the annual Omnichannel Day, for which I am the main organizer and have moderated several sessions. The event is in English.</p> |

TEACHING MATERIAL

In 2022, participation in designing, scripting, and recording videos for the Market Research course (in Hungarian).
In 2020, with co-authors (Krisztián Szűcs, Erika Lázár) published a note in Hungarian and English (Marketing Research 2.0).

RESEARCH INTEREST AND PROJECTS

| Project Name | Title | Responsibilities |
|---|-------|------------------|
| omnichannel marketing | | |
| neuromarketing, eye-tracking research | | |
| competitiveness of retail companies from a consumer perspective | | |

PUBLICATION HIGHLIGHTS

Nagy A., Csóka L., Gyimesi A., Kehl D., Németh P., Szűcs K. | 2025 | Journal of Marketing Theory and Practice
Online media and fuel panic buying: unraveling causality under fixed prices in Hungary

Németh P. | 2023 | Marketing & Menedzsment: the Hungarian journal of marketing and management.
A magyar élelmiszer- és napicikk kiskereskedelem forgalmi koncentrációja 2010 és 2020 között. (Hungarian paper about retail concentration)

Szűcs K., Lázár E., Németh P. | 2020 | UP Library
Marketing Research 2.0

The detailed list of publications is available in the Hungarian Scientific Bibliography at: [MTMT](#)

Orcid: <https://orcid.org/0009-0006-7216-9923>

FURTHER SKILLS AND COMPETENCIES

Successful participation in a workshop organized by the PTE Centre for Digital Teaching and Learning Support
May 2023

Omnichannel marketing certificate from Kellogg Executive Education

Certificate available at: <https://execedcertificate.kellogg.northwestern.edu/09c4b828-db04-4c65-811c-612f7d0b5f3e>
March-April 2023

Completion of the Digital Marketing Professional Certificate Program

Certificate available: https://www.credly.com/badges/45505a1b-3f08-4f7d-b52f-5c981622c5c1?source=linked_in_profile
April 2022

User of the following **software used for research**: SPSS, Tobii Pro Lab, Zurvey, Noldus FaceReader